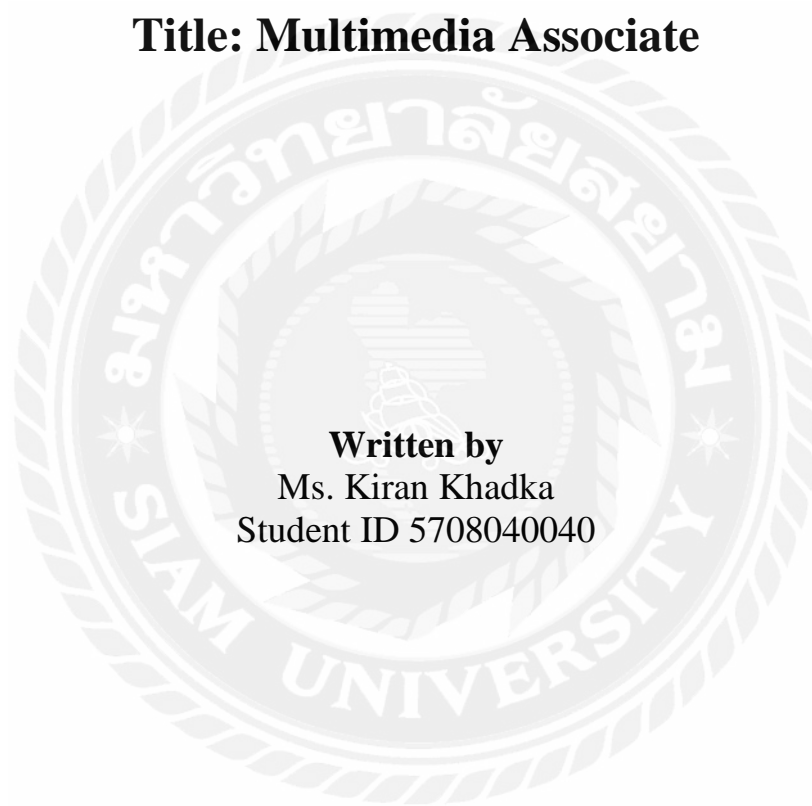




# **Cooperative Education Report**

**Title: Multimedia Associate**




**Written by**  
Ms. Kiran Khadka  
Student ID 5708040040

**This Report Submitted in Partial Fulfillment of the Requirements for  
Cooperative Education, Faculty of Business Administration  
Academic Semester 2/2017  
Siam University**

**Title:** Multimedia Associate  
**Written by:** Ms. Kiran Khadka  
**Department:** Marketing  
**Academic Advisor:** Yutthana Srisawad, J.D


We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2017

Oral Presentation Committees

  
 .....  
 (.....*Dr. Yutthana Srisawat*.....)  
 Academic Advisor

  
 Nishchal Hirachan  
 Job Supervisor

  
 .....  
 (.....*Dr. Tanakorn Limsarn*.....)  
 Cooperative Committee

  
 .....  
 (Asst.Prof. Maruj Limpawattana, Ph.D.)  
 Assistant President  
 and Director of Cooperative Education

Project Title : Creating a brand out of business idea.  
By : Sumit Sherstha ✓  
Advisor : Dr.Yutthana Srisavat ✓  
Degree : Bachelor of  
Major : Marketing  
Faculty : Business Administration  
Semester / Academic year : 1/2018

### Abstract

M&S Events is an event management company that engages in organizing 'disruptive' events that are related to enhancing the 'tourism' in Nepal. Currently it has five brands under its product portfolio with the product width open to expansion. I, Sumit Shrestha, carried out my coop tenure in Imagine Nepal, one of the brands under the umbrella of M&S Events. Imagine Nepal a brand that looks to enhance the tourism in and of Nepal through the events and activities it organizes or partakes in.

Being a relatively new company in the third year of operation, Imagine Nepal is focused on growing and expanding its operations to make a larger impact on the 'travel' and 'tourism' sector of Nepal. It plans to do so by introducing more innovative ideas and products into the market by either using internal resources or collaborating with other like-minded companies. The company communicates with customer and prospects through 'new media' and hence, is up-to-date with the latest trends and happenings in the industry it is in.

In this report, the audience will be exposed to the how my coop tenure was carried out in the company that provided me with an opportunity to learn as a marketing intern and engage in back-end responsibilities of the marketing department.

*Sumit Sherstha*

## **Acknowledgement**

First of all I would like to express my gratitude towards Siam University and Kathmandu College of Management for creating the environment to pursue our skills in an external environment through co-operative education.

Secondly, I would like to show my indebtedness towards the entire Margo Nepal family for welcoming me into their workspace and providing me a platform to showcase my skills and teach me more things related to my studies. I would forever be grateful towards my supervisor Mr. Nishchal Hirachan for being kind, supportive and guiding me throughout my co-op tenure.

Through this platform I would like to thank Mr. Chanatip Suksai and Dr. Maruj Limpawattana who have been guiding us through day 1. I would also like to acknowledge the efforts and time put by my academic advisor Mr. Yutthana Srisawad without whom this report would ever have been completed. It is through his valuable suggestions and advices that this report has taken its shape.

This project has been completed with many memorable and learning experiences. It not only did provide me with professional skills but has also helped me develop social, technical and interpersonal skills.

The logo of Siam University is a large, circular seal in the background. It features a central emblem with a crown and a shield, surrounded by a wreath. The words "SIAM UNIVERSITY" are written in a circular path around the emblem. There are also some smaller inscriptions in Thai script within the seal.

Kiran Khadka

# Contents

## Chapter 1: Introduction

- 1.1 Company Profile
- 1.2 Organizational structure
- 1.3 Statement of the report
- 1.4 Objectives of the study
- 1.5 Expected Outcomes
- 1.6 Limitations of the study

## Chapter 2: LITERATURE REVIEWS

- 2.1 Main theory and concept applied alongside with the given job descriptions

## Chapter 3: METHODOLOGY

- 3.1 Roles and responsibilities assigned by company
- 3.2 Project details

## Chapter 4: Results and Discussions.

- 4.1 Contributions of student made during the internship.
- 4.2 Details of related learning process and new knowledge student has received

## Chapter 5: Conclusions

- 5.1 Self-assessment as future professionals
- 5.2 Comparison of Practical learning VS theory

## References

## Bibliography

## Chapter 1: Introduction

### 1.1 Company Profile



Figure 1: Falfull Logo

FALFULL is an organic cold pressed juice manufactured by Margo Nepal Pvt.Ltd, a food and beverage company based in Nepal. It is a 100% organic product (zero additives) and induces the concept of healthy lifestyle and nutritious diet. It is based on sustainable production with the use of naturally and locally grown fruits. Likewise, it offers superior quality taste and reasonable pricing to the customers.

Nischal Hirachan, the cofounder of Margo Nepal, is a native of Marpha, a place known as the apple capital of Nepal. And it was with his village's juicy apples that he decided to home in on as the product he could base his business on. In 2014, Hirachan started Royal Marpha Suppliers, with the intention of taking Marpha's apple juice beyond the village. That fall, he brought around 50 cartons of apple juice to Kathmandu, to test the market reception. The response was so overwhelming that the following year; he sold more than 2,800 litres of apple juice from more than 15 outlets. Apricots, like apples, are plentiful in Mustang. Around two years ago, in Marpha, members of a group of elderly women, Aama Samuha, started making apricot juice by using almost the same technique used in making apple juice. FALFULL team got in touch with the group and started marketing the apricot juice to Kathmandu.

Since then FALFULL has grown from one juice to two. It has 2 juices available in the market as of right now: Apricot and Apple. It has been successful in making a distinctive mark within Kathmandu valley within one year of its inception.

#### **Vision**

To be the number one beverage company in Nepal in terms of products, service and value.

1.2 Organizational structure

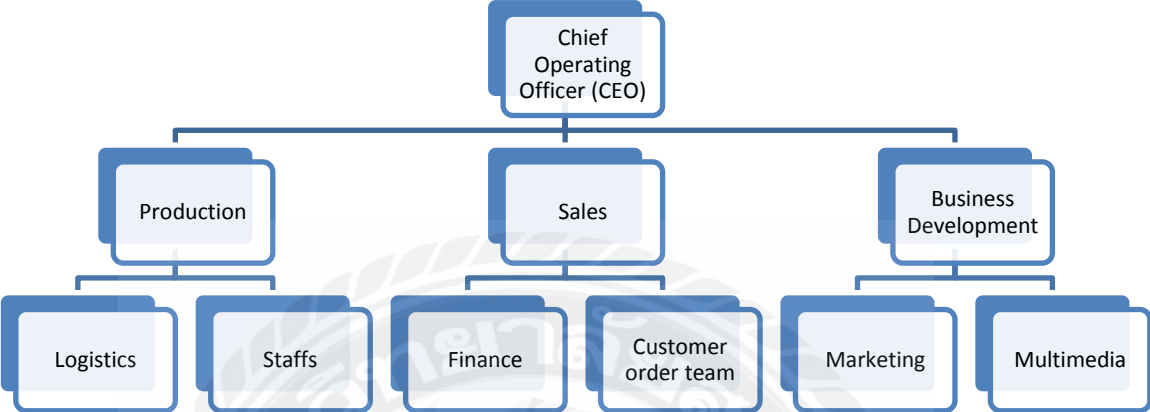


Figure 2: Organizational Structure

### **1.3 Statement of the report**

The internship program gives us interns a stage and foundation for beginning a career in the field of specialization. The report consists of practical knowledge and experience I gained through the timeline of my internship period which was of about three and half months in Margo Nepal Pvt. Ltd, Kathmandu.

### **1.4 Objectives of the study**

The objective of the study is divided into two categories: Primary and Secondary. The primary objective of this study is to complete the internship program of three and half months. This is a part of the study of BBA to utilize the learning's from the classroom and gain practical knowledge and experience in the real market. By working as an intern at Margo Nepal Pvt. Ltd I have gained:

- Applying theory practically
- Brainstorming
- Communicating with various Nepali vendors
- Using digital media platform to brand
- Meetings with brands

The secondary objectives include:

- Completing the deadlines
- Working with diligence
- Digitally branding the company
- Knowing the strength and weakness of the company
- Focusing on customers as well as brand satisfaction
- Working with integrity, team work and respect for each other

### **1.5 Expected Outcomes**

Internship is majorly done to know our core competencies and to gain work experiences by working with different companies. We also apply our theoretical knowledge which we learned in our classroom in a practical environment. As an intern in Margo Nepal I was given the task to handle the multimedia department for about three and half month's period of time. As I had to solely handle the multimedia department, I learned through experiences. I got to make plans according to the customer's time, made various posts and designs for all the social media posts for the company profile. To make the brand known I came up with new photo shoot ideas where the brand could be relatable among the customers. I solely handled Full Q&A Campaign which was a 6 weeks campaign where we got sponsors for the event. I also had to post



weekly questions, do daily social media posts of the sponsors and go live on the company's social media platform every week.

The expected outcomes were:

- To develop and improve my business skills in communication, teamwork, technology and decision making.
- As an intern I learned to identify the practices and protocols of the company which I am working for.
- Expand my professional network and contacts.
- Gained more knowledge practically
- Learning on handling constructive criticism
- Meet potential mentors and role models to expand my knowledge, provide guidance and feedback in order for me to grow more.

### **1.6 Limitations of the study**

While undertaking this study and internship along with new knowledge I had to face various limitations as well. There are certain limitations within a company for me working as an intern. The supervisor could not open up about various issues which I had questions about due to their privacy policy. This did hamper a lot in my study of the organization. The second limitation was that the staffs or the team could not follow me every day throughout my journey because of the tight schedule. Another problem while working as an intern is that, even if the team members are of the same qualification we were given less opportunities because we were intern and not job holders. This kind of similar problem was also faced by me during the tenure of my internship.

## Chapter 2: LITERATURE REVIEWS

### 2.1 Main theory and concept applied alongside with the given job descriptions

The main theory throughout the internship was about digital marketing, how social networking gives viewers a chance to view the brand and how could a brand advertise themselves.

The social media space has become a common place for communication, networking, and content sharing. Many companies seek marketing and business opportunities via these platforms. However, the link between resources generated from these sites and business performance remains largely unexploited. Both managers and financial advisors can profit from the lessons learned in this study. We conceptualize four channels by which social media impacts financial, operational, and corporate social performance: social capital, customers' revealed preferences, social marketing, and social corporate networking. (Paniagua, 2014)

Web-based social networking offers stages that each one can utilize uninhibitedly, it gives youngsters the chance to share data among themselves in any capacity effortlessly and the level of collaboration is high on the grounds that your contacts to which your message is been conveyed is constantly on the web (at the PC or through cellphone). At the time when you communicate something specific, the individual on the opposite side gets it and the discussion goes on. Knowing this imaginative and simple strategy to assemble individuals, youth can arrange gatherings or challenges by means of the web where each other youngster online can get some answers concerning it and get all the information. This has made the world extremely public as in these web-based social networking stages allow youngsters to convey immediately among themselves. Through this anyone can communicate instantly about different happenings miles from areas of other individuals. Wherever you originate from, you have the possibility to realize what is happening and even comment about it. (htt)

The promotion of products or brands by means of at least one types of electronic media. For instance, publicizing mediums that may be utilized as a feature of the advanced advertising system of a business could incorporate limited time endeavors made through the Internet, social media, cell phones and electronic billboards, and in addition by means of digital and TV and radio channels. (htt1)

Branding is the way of giving an importance to particular organization, products or services by making and forming a brand in consumer's minds. It is a technique outlined by organizations to push individuals to rapidly identify their items and association, and give them motivation to pick their products over the competition's, by elucidating what this specific brand is and isn't. (htt2)

Advertising has changed radically from where it was with the approach of the web and online networking. Frankly, these days, it is basic that exhibiting workplaces get the opportunity to be media and research divisions too. Ten years earlier, people went to perhaps several

destinations while looking for a thing and settled on a decision in light of that information. Today, the information open about things is skirting on relentless.

Clients are presently ready to find company reviews, product information, stock information, client surveys, and multitudinous vendors to purchase from, all accessible truly readily available. Previously, associations had more energy to convince and impact a client's purchasing choice by withholding some key data. Today, be that as it may, clients can find this data previously consistently talking with the organization. (htt3)

Advertising has numerous mediums – online marketing being one of them. In contrasted with different mediums it's inexpensive, practical and it's very much well planned systems achieves a more extensive focus of group of onlookers. Doug Kessler had once said-"Traditional marketing talks at people while Internet marketing talks with them". Unlike other form, Internet Marketing will empower you to be open for business all day and all night without stressing over the opening and shutting hours of your store. It likewise gives comfort to your clients since they peruse online about whenever. Through Social Media it causes you to pick up mindfulness by expanding your scope while the utilization of SEO as a showcasing methodology will enable increment to movement to your business site. Therefore internet gives a superior stage to assemble associations with client along these lines expanding client maintenance level. (htt4)

Content marketing is the way toward making great, important substance to pull in, illuminate, and draw in a crowd of people, while additionally advancing the brand itself. Purchasers and buyers are as of now hunting the web down answers that your image is particularly situated to offer. (htt5)

Content is the glue and trigger of association in a client driven promoting view with importance, consistency and shared/associated an incentive for gatherings of people and brand at the inside. By offering an incentive to pre-characterized gatherings of individuals content makes an incentive for the client in the broadest sense, tuned in to brand and business targets, and prompting an incentive for the association. Content advertising further has ties with content administration and data administration, and additionally different promoting stages, as frameworks of commitment and knowledge, picking up bits of knowledge on gatherings of people and to accomplish a streamlined correct time and opportune place approach, utilizing different channels and data sources which regularly live in silos. (htt6)



## **Chapter 3: METHODOLOGY**

### **3.1 Roles and responsibilities assigned by company**

As an intern I had various roles and responsibilities during my internship tenure. I had to perform and help my team mates in many tasks even if it was not related to multimedia.

- Deadlines were one major responsibility. I had to complete my work in a given deadline
- Being punctual everyday was required
- Attending the office everyday was one of the rules I had to follow. We wouldn't be granted leave unless it was an emergency.
- Needed to make valid points and put forward new ideas every week in team meetings
- Brainstorming new ideas
- Daily reporting to the supervisor had to be done at 5:30 pm every day.
- Had to post 2 posts every day on social media platforms
- On alternated days I had to post 3 posts on social media platforms

### **3.2 Project details**

I was assigned a sole project. It was to conduct a giveaway through all digital platforms as I was a multimedia intern. This giveaway campaign was conducted to say thank you to all the supporters who have supported the brand. For this campaign besides looking after multimedia I had to scout for sponsors, make deals with the sponsors as well. I also applied my marketing skills through this campaign. This campaign was a 6 weeks campaign and every week I would ask question related to fruits and 2 lucky winners would get gifts from all our sponsors.



## INTRODUCING FALFULL Q&A CAMPAIGN

SWIPE TO KNOW  
MORE



FALFULL

Falfull brings you  
an opportunity to  
win Rs. 5000 worth  
of gift vouchers for  
2 lucky winners  
every week.



FALFULL

### FALFULL Q&A

We will be asking trivia questions related to fruits via our Facebook and Instagram page.

Comment the right answer while following the rules and win lots of exciting gifts!!



FALFULL

### What do you have to do?

- Comment down the correct answer in the comment box below.
- Also tag 3 of your friends in the comment section to be an eligible participant.
- Like & share Falfull's page and the post.



FALFULL

**Get ready to win!!**

**Starting from:**

**6th May, 2018**

**to**

**10th June, 2018**



FALFULL

For this campaign I brought in 12 sponsors and I was able to get the sponsors to give rs.12000 worth of gift hampers for 6 weeks each. As a result the campaign was highly appreciated by all my teammates and my boss. There were many participants and the campaign was a huge success. With this I got to meet potential mentors, and also got to know business houses, which would be further helpful to me in my future.



## **Chapter 4: Results and Discussions**

### **4.1 Contributions of student made during the internship**

This internship all in all was a great platform for me to learn, evaluate my strengths and weaknesses and to apply my theoretical knowledge in a practical setting. I had the opportunity to achieve my learning goals, to further know about the real business world and to know new and emerging brands of Nepal. I also got the first-hand experience of learning on how a startup does business, what difficulties the business has to face and how to overcome it. Some contributions are as follows:

- Visiting various potential business houses to make B2B deals.
- Analyzing the brand's social media approach.
- Increasing the brand's reach in social media by making interactive posts which the customers could relate to.
- To give ideas on how to make ad's for the brand
- Helped in providing ideas for photo shoot of the brand and juice itself.
- Conducted giveaway campaign which helped to increase the reach of the brand
- Made ideas about brand visibility and reachability.
- Helped new interns know how the company works and what should they do during their internship period.

### **4.2 Details of related learning process and new knowledge student has received**

Throughout this internship everyday was a learning experience for me. It was a turning point in my professional as well as personal level. I got to learn many things and enhance my professional skills.

I have learnt the importance of going digitalization in today's market. I also learned to be focused on my working behavior and to put attention into small details which will help the company profit in every way. As most of the customers used to order online I was very important to maintain a healthy social media image. I had to be efficient in answering every query related to the product as customer satisfaction was the main factor the company focused upon.

Apart from all this I have realized that working in a team is a great learning experience, as we got to share and come up with new ideas. Also another learning was that every department is somehow connected with each other in one way or another. This is what made the company successful.

I have met many new people from different sectors and made new connections which will further help me in my future endeavors.



## **Chapter 5: Conclusions**

### **5.1 Self-assessment as future professionals**

Internship is an educational experience that allows students to apply what they've learned to actual work situations. This helps us in being market ready for any new opportunities. I was placed in the multimedia department because my interest towards social media and other form of media. I believe that whatever lessons I learned during my internship period will be internalized and put to use in future work opportunities.

As a student in marketing major I also applied my learning practically while conducting campaigns. I was able to bring in new clients for the company through marketing and also new potential customers through the social media marketing.

Presently, I have possessed the capacity to construct a self-improvement on myself. As I have possessed the capacity to build up my own abilities, hardworking attitudes and possessed the capacity to explore my vocation advantages, planned profession objectives and a way to deal with an expert work environment. Internship has truly helped me to coordinate my learning targets and working assignments. Amid internship I became acquainted with how polished methodology assumes an essential part in an association which will clearly help me ahead for my career. Presently, I trust that I am ready to settle on the decision of my vocation in the wake of functioning as an understudy as I got some thought on which field I am intrigued to take a shot at. This entry level position has given me better comprehension of my range of abilities which will be useful for me wherever my career may take ahead. The climate of the workplace showed me how we ought to act in our work environment which is the principal critical thing which we have to comprehend before working in any association.

### **5.2 Comparison of Practical learning VS theory**

During the three and half month's period of my time as an intern in Margo Nepal I was assigned to work as a multimedia associate. I gained great experience of learning and knowledge throughout this internship.

As indicated by my experience I feel that theory does make a difference on the grounds that for working essentially we ought to have theoretical information first then only we can associate the work which we do for all intents and purposes. I trust that studying just in a classroom and having theoretical information isn't sufficient to get maintain in the present market. We ought to have the capacity to execute our theoretical information basically and after that only we will ready to connect our theoretical learning in better way. Working for all intents and purposes we may confront certain issues while executing them into action and that is the way we get the opportunity to encounter the genuine aggressive world and furthermore get the chance to work with new individuals, group, condition and get the opportunity to learn considerably more.



## References

(n.d.). Retrieved from <http://www.voicesofyouth.org/posts/the-effect-of-social-media-on-todays-world>

(n.d.). Retrieved from <http://www.businessdictionary.com/definition/digital-marketing.html>

(n.d.). Retrieved from <https://www.thebrandingjournal.com/2015/10/what-is-branding-definition/>

(n.d.). Retrieved from <https://www.linkedin.com/pulse/evolution-marketing-todays-world-future-sadiq-isu>

(n.d.). Retrieved from <http://www.mediapasta.com/importance-of-internet-marketing-in-todays-world/>

(n.d.). Retrieved from . <https://www.marketo.com/content-marketing/>

(n.d.). Retrieved from <https://www.i-scoop.eu/content-marketing/>

Paniagua, J. (2014). Business performance on social media: Love or Hate? *Business performance on social media: Love or Hate?*, 728.



## Bibliography



**Name-Surname:** Kiran Khadka

**Student ID:** 5708040040

**Email:** kiran2018@kcm.edu.np

**Department:** Marketing

**Faculty:** BBA

**Address:** Chandol, Kathmandu, Nepal

**Rewards:**

**Special interests:** Travelling, Reading, Cooking